

Message Text

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INFO AMEMBASSY BUDAPEST

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TAGS: EAGR, BEXP, HU

SUBJ: BUDAPEST LIVESTOCK SHOW

BUDAPEST FOR KURSCH

DEPARTMENT PASS AGRICULTURE/FAS - FOR BERNITZ, ETSD

REF: FASTO 07

1. BASED ON DISCUSSIONS WITH HUNGARIAN MINAG, TRADE AND FAIR OFFICIALS

FOLLOWING ARE DETAILS ON FORTHCOMING BUDAPEST AGRICULTURAL FAIR
AS REQUESTED REFTEL.

2. THE 68TH AGRICULTURAL AND FOOD INDUSTRY EXHIBITION
(AGROMASEXPO) WILL BE HELD AUGUST 29 TO SEPTEMBER 14, 1975
IN BUDAPEST. MINISTRY OF AGRICULTURE SCREENS ALL ENTRIES FOR
THE FAIR. MINAG DECIDED ONLY HUNGARIAN-BRED CATTLE WILL
BE EXHIBITED BECAUSE FAIR DESIGNED DEMINSTRATE 30 YEAR PROGRESS
IN HUNGARIAN LIVESTOCK PRODUCTION. ALSO, FAIR GROUND TOO
SMALL TO ACCOMODATE LARGE NUMBER OF FOREIGN ENTRIES OF
LIVE CATTLE. MINAG OFFICIALS ASSURED AGATT THAT LIMITING
EXHIBITION TO HUNGARIAN STOCK SHOULD NOT HURT US CATTLE BREEDING
INTERESTS. ON THE CONTRARY, HUNGARIAN EXHIBITION WILL BE FREE
ADVERTISING FOR US (AND CANADIAN) CATTLE BREEDING STOCK
SINCE MOST OF 200 CATTLE EXHIBITED WILL BE HOLSTEIN-FRIESIAN
BREED. ALSO DURING FAIR, HUNGARIANS PLAN SEVERAL TRIPS TO
AGARD STATE FARM SOME 30 MILES FROM BUDAPEST TO SHOW OFF HOLSTEIN
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CATTLE RAISING PROGRAM (SOME 4,000 HEADS).

3. HUNGARIAN OFFICIALS WOULD MORE THAN WELCOME US PARTICIPATION THROUGH HAND-OUT OF PAMPHLETS, TALK TO VISITORS AND PARTICULARLY THROUGH DEMONSTRATION (FILMS, SLIDES).

4. ADEQUATE EXHIBITION SPACE STILL AVAILABLE, IN MAIN HALL AT FOLLOWING RATES (ALL IN SWISS FRANCS PER SQUARE METER): (A) STAND IN A HALL ONLY (NOT EQUIPPED) 88 RPT 88 SF PER SQU.M.; (B) EXHIBITION SPACE EQUIPPED 222 RPT 222 SF PER SQU.M.; (C) EQUIPPED OFFICE IN EXHIBITION HALL 288 RPT 288 SF PER SQU.M. MINIMUM SIZE OF SPACE RENTED IS 20 SQU.M.

5. DATE FOR FINAL COMMITMENT MAY 31, 1975 WITH 50 PERCENT OF SPACE FEE DOWN PAYMENT WITHIN 30 DAYS OF APPLICATION RECEIVED.

6. ALL HUNGARIAN LIVESTOCK OFFICIALS CONTACTED EXPRESSED INTEREST FOR BROAD US PARTICIPATION IN FAIR THROUGH REPRESENTATION IN ALL PHASES OF CATTLE RAISING OPERATIONS. IF 4 ASSOCIATIONS LISTED PARA 2 E REFTEL PLUS HOLSTEIN AND HEREFORD INTERESTS ALL PARTICIPATED EACH WITH A MINIMUM SIZE BOOTH (20 SQU.M.) A TOTAL OF 120 SQU.M. SPACE WOULD BE NEEDED FOR US PARTICIPANTS. THIS SPACE EQUIPPED WOULD COST SF 24,000 RPT 24,000 OR ABOUT \$11,000 RPT 11,000 AT THE RATE OF SF 2.40 FOR ONE US DOLLAR. IF SPACE WAS RENTED UNEQUIPPED TOTAL RENTAL WOULD BE SF 10,560 RPT 10,560 OR APPROXIMATELY \$4,400 RPT 4,400. ABOVE SPACE FEES COVER THE PERIOD AUGUST 1 - SEPT 24, 1975, AND COULD BE REDUCED IF MORE THAN ONE PARTICIPANT COULD SHARE ONE BOOTH.

7. BASED ON ABOVE CALCULATIONS THE 50 PERCENT DOWN PAYMENT REQUIREMENT MEANS THAT ABOUT \$5,500 RPT 5,500 WOULD HAVE TO BE BUDGETED FOR FY 1975 IF EQUIPPED SPACE WAS RENTED. WITH UNEQUIPPED SPACE FOR THE 6 US PARTICIPANTS FY 75 BUDGET WOULD AMOUNT TO ONLY \$2,200 RPT 2,200.

8. DETAILS AND APPLICATION FORMS FOR THE FAIR POUCHED BERNITZ MARCH 10.

9. RECOMMENDATION. BELIEVE FAIR SHOULD GIVE EXCELLENT UNCLASSIFIED

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OPPORTUNITY TO DEMONSTRATE US LIVESTOCK MANAGEMENT TECHNIQUES THROUGH CATALOGS, EXHIBITS AND PAMPHLETS AND MOST OF ALL THROUGH DEMONSTRATION BY FILMS OR SLIDES OF ALL PHASES OF CATTLE RAISING OPERATIONS. FOR THIS REASON IT IS RECOMMENDED THAT IN ADDITION TO HOLSTEIN AND HEREFORD INTERESTS, ASA, SUFGC, NRA, AND NAAR BE INVITED TO THE EXHIBIT. WITH SUCH PARTICIPATION MANAGER FROM FAS/W WILL BE NEEDED TO PROPERLY COORDINATE WORK BEFORE AND DURING FAIR. AGATT

OF COURSE WOULD FOLLOW CLOSELY EVENT ON THE SPOT WITH
FREQUENT VISITS.

10. MESSAGE DISCUSSED WITH EMBASSY BUDAPEST, WHICH FULLY
SUPPORTS US PARTICIPATION IN FAIR. MOWINCKEL

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